

# A1 IAQ Panel

## FUTURE OF QUALITY PROFESSIONION

**Chair of the Panel: Blanton A. Godfrey,**

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One of the most frequently expressed needs of quality professionals as they embark on their careers past entry-level, is for further development – not just in the approaches, tools and methodologies of quality improvement, but support in the development of leadership skills. They ask how they can have more influence with their peers and managers. Frustration arises when quality professionals know ways to bring improvements forward, but are unable to garner agreement and support from their organization's leaders in order to invest in moving forward. Many quality professionals are positioned in operational areas where they have tremendous opportunity for positive impact. But, they want to be part of the overall strategic process of helping to shape the vision, especially how the vision is achieved, that will successfully propel the organization into the future. They see themselves, and the quality function, as more than just a support role. They know the value that quality brings to the customer, the role that quality plays in achieving efficiency and effectiveness in the organization, and the importance of quality to the credibility and value of their brand. Today, it is more apparent than ever, with the instant publicity and transparency of social media, that failure to deliver quality erodes trust in the marketplace and tarnishes reputations.



**The short bibliographies of the Chair and Lecturers you can find in alphabetic order:**

<http://eoq.hu/iaq/biography.pdf>

**Following the lectures, the Panel will discuss issues like:**

1. Why is it, that quality professionals still need a „voice at the table” to help their organizations achieve and even exceed desired results?
2. What should I, as Quality Manager, do that is different from what I have been doing?
3. Knowledge and competencies of the future Quality Managers